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Because of its simplicity and directness, this book should find some place in our general school system. Business managers also can most profitably use it.

H. W. H.

SHERBOW, BENJAMIN. *Making Type Work*. Pp. 129. Price, \$1.25. New York: The Century Company, 1916.

This text is an admirable one to be used in conjunction with a general course in advertising. The author has been exceedingly practical in presenting his analysis of what constitutes type which is easily read. Moreover, the general discussion shows psychology at work in the choice of such type as will command attention, shift the emphasis of attention, produce emphasis through contrast, and overcome the monotony of emphasis. The all-important subject of subheads and sideheads is admirably analysed, and examples excellently selected showing the psychology of getting just the kind of attention which is needed. A discussion of the careful distribution of white space, what constitutes crowded copy, and the necessity for a sane regard of the appropriate type faces are among the subjects which indicate the intense analysis which is given to attention as related in the general make-up of advertising. For one who is involved in a discussion of the problem of attention in advertising, this text will serve a most convenient purpose in giving to the student, in practical form, the psychological factors involved. The illustrations comparing different possible effects are comprehensive and convincing.

H. W. H.

#### BANKING, INVESTMENTS AND FINANCE

ROBINS, KINGMAN N. *The Farm Mortgage Handbook*. Pp. xiii, 241. Price, \$1.25. New York: Doubleday, Page and Company, 1916.

The purpose of this book is to bring farm mortgage banking to favorable attention by describing the methods and practices employed by the most reliable farm mortgage bankers. The author defines farm mortgage bankers as "corporations, firms or individuals which negotiate farm mortgages with their own funds, and resell them in completed form to investors." It is the farm mortgage as standardized by these companies that is considered in the handbook. What the standardization of such mortgages involves is indicated by a terse statement in the foreword by Dr. T. N. Carver as follows: "Standardizing a business consists merely in holding all competitors up to the best methods of the best competitors."

One error may be noted. The author quotes average farm mortgage interest rates published by the Department of Agriculture (Department Bulletin No. 384) and in commenting on these rates (page 34) he assumes that the averages have been made without reference to the volume of business done at each of the actual rates reported, which is not the case.

While the book is intended "principally for investors who would thoroughly familiarize themselves with this form of investment" it should be of value to all persons interested in farm credits.

C. W. T.